THE IMPORTANCE OF ENTREPRENEURIAL INTEREST ON ISLAMIC STATE UNIVERSITY OF NORTH SUMATERA’S MANAGEMENT STUDENTS

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Abstract
This study aims to determine how important the interest in entrepreneurship is for students majoring in management at the State Islamic University of North Sumatra. This study uses a descriptive qualitative research method that aims to make the reality easier to study and also uses a questionnaire. The results of this study indicate that the importance of an interest in entrepreneurship must be re-grown in a student. Entrepreneurship can also make a person gain a better position in the eyes of society and be able to face challenges. Where support from the family environment and the surrounding community also greatly influences someone’s interest in entrepreneurship, where this support can encourage someone to become an entrepreneur.

Keywords: interest; entrepreneurship; students;

INTRODUCTION
The more advanced a country and the more people who are educated, the world of entrepreneurship is increasingly felt as important. The development will be more stable if supported by reliable entrepreneurs (Riska, 2012). Self-employment is development potential, both in numbers and in the quality of entrepreneurship at this time (Fatimah, 2018). People face the fact that the number of Indonesian entrepreneurs is still small and the quality is not entirely good, so the problem of Indonesian entrepreneurial development is a pressing issue for the success of development (Alimuddin et al., 2021).

Entrepreneurship becomes one important thing that must be given among colleges. Universities have a big role in giving birth to an educated workforce in their fields or across fields and workers who have the insight and soul of entrepreneurship (Alwys, 2016). However, in reality, universities are often caught up in producing educated unemployed workers because of socio-cultural barriers that until now are still quite dominant among the public regardless of various problems with the industrial world (Supriyono, 2021). High education has an important role in the development of human resources (Latifah & Ritonga, 2020). Entrepreneurship is expected to reduce the high unemployment rate, especially among the educated (Hillyati, 2013).

One of the efforts in reducing the unemployment rate educated in Indonesia is to create graduates who not only have an orientation as job seekers but job makers of so-called entrepreneurs (Ambarita et al., 2022). The absorption of college graduates in the government sector causes attention to turn to opportunities to work in the private sector, but the severity of the requirements set sometimes makes opportunities to work in the private sector also increasingly limited (Suwena,
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2015). The number of college graduates in every year is increasing so that the installment of entrepreneurship interest among college graduates is unfortunate (Darmanto, 2016). The growth of interest itself can be influenced by the inclusion of information on an adequate environment about objects that have been in demand. The transformation of success in a business can also give rise to the understanding to the community that entrepreneurs have proven and real prospects of success. It is not easy to know how important entrepreneurship interest in students majoring in management is based on differences in each individual be it motivation, character, and ideals and others owned by each student himself (Abdullah & Septiany, 2019).

The importance of entrepreneurship interests must be instilled in everyone because entrepreneurship can reduce unemployment in Indonesia (Aprilianty, 2012). Entrepreneurship can also bring positive things in the midst of the community environment, we can open job opportunities for the surrounding community (Rohmah, 2020).

METHOD

This research uses a descriptive type of qualitative research. The basis for which it is considered is first, qualitative research methods are more easily adapted to the reality that is being studied. Second, this method provides a direct meeting space for researchers to interact directly with the object of the study. Third, this method is more sensitive and more able to adjust the patterns of value development that occur in the research object. After that, the object of the study is explained (Described) according to the circumstances in the field.

The data used in this study included two sources, primary data, and secondary data. Primary data is taken from two elements, namely observation, and interview. The observation was carried out at the place of the object to be studied, namely the State Islamic University of North Sumatra in the management study program of the Faculty of Economics and Islamic Business which is located at Jl Wiliam Iskandar Ps V. Medan Estate Kec Perut Sei Tuan. Deli Serdang Regency of North Sumatra 20371.

While secondary sources are taken from literature studies that include access to books relevant to research topics in various libraries. In addition, search results of previous research from various journals have relevance to the research topic.

This research began on 21 November 2021 - 1 December 2021, while the place that became the object of research was the State Islamic the university of North Sumatra in the management study program of the Faculty of Economics and Islamic Business located at Jl Wiliam Iskandar Ps V. Medan Estate Kec Perut Sei Tuan. Deli Serdang Regency of North Sumatra 20371.

RESULT AND DISCUSSION

The management program is one of the new study programs in the faculty of Islamic economics and business at the State Islamic University of North Sumatra. Established in 2018, which has several study programs, namely: Sharia Economics, Islamic Banking, Sharia Accounting, Sharia Insurance and the last is the Management study program where the dean of the Faculty of Economics and Islamic Business is led by Dr. Muhammad Yafis, M.Ag., and Head of
department) in his own management study program led by Nurbaiti M. Kom. The management study program itself has more than 1000 students, there is no first generation because the management study program is a new major in the faculty of Economics and Islamic business at the state Islamic University of North Sumatra.

The vision of the management study program itself is "Superior and open in the assessment, development, and application of management for human welfare in Indonesia in 2025". And the mission of the management study program itself is to implement and develop the education and teaching of management science based on Islamic values comprehensively with an integrative-transdisciplinary approach, carrying out human resource development (Dosen and education personnel) with reference to competence with the aim of supporting the implementation of I values. slam in the application of management, instill professional awareness of new approaches in building management science in various institutions and institutions of banking and other financial institutions, improve and develop research and development in the field of management.

Where this research was conducted in the environment of the State Islamic University of North Sumatra (UINSU). The research respondents were students of the Faculty of Economics and Islamic Business (FEBI) in the 2018 class management study program who were studying in semester VII which amounted to 101 people.

Entrepreneurship courses themselves are courses that must be programmed by every student who is undergoing semester VII, so that students are able and have the desire to open a business and not depend on working elsewhere (Officials), but who are expected to be able to open a pekerjaan field in the future and benefit everyone around. Where the entrepreneurship course is the embodiment of an entrepreneurial-minded education, namely education that applies principles and methodologies towards the formation of life skills (Life skills) in its learners through an integrated curriculum developed in schools/colleges.

Entrepreneurs are innovators who implement changes in the market through new combinations (Widajanti, 2018). New combinations themselves can take the form of introducing new products, introducing new production methods, opening new markets (Newmarket), acquiring new sources of supply from new materials or components, running new organizations in an industry. Entrepreneurship itself is defined as a process of creating by adding the value of something achieved through hard work and the right time by estimating supporting funds, physical, social risk, and will receive rewards in the form of financial and satisfaction, and personal independence.

The benefit of self-employment itself is to add labor capacity, so as to reduce unemployment, as a generator of environmental development, production, distribution, and maintenance of the environment, be an example because an entrepreneur is a person who is praiseworthy, honest, brave, and life does not harm others, provides assistance to others and social development, according to his ability, exemplifies how to work hard, Without forgetting the commandments of religion, life efficiently is not spree and not wasteful.

Based on the results of research respondents agree that entrepreneurship can show others who we really are by relying on the potential of entrepreneurship that exists in ourselves. Where
entrepreneurship can also make a person get a better position in the eyes of the community and able to face challenges in the future. Before doing entrepreneurship we must be able to think about the risks that will be faced in the future, and we must be ready with all the consequences that will occur in the future. The importance of interest in trying must be developed since sitting in college, wherewith interest we can develop talent, etc. for the creation of a business that will have a positive impact on people in the environment around us.

There are also respondents who express fear and failure when starting a business, there are also those who say that entrepreneurs can accommodate the workforce and reduce unemployment, and can support the progress of the economy, some of them say that entrepreneurship does not guarantee the future, and is uncertain of the end result, and who say that failure in entrepreneurship is an experience in learning. If you fail to try again because there is no attempt that betrays the results.

Support from the family environment and the surrounding community also greatly affects entrepreneurship interest in someone, where the support can encourage someone to become an entrepreneur. If the family and community support then someone will also have higher intentions to become entrepreneurs than if there is no support from the family and community environment then the interest that exists in us such as no one supports, feel alone and over time the interest will disappear because of the absence of support from the family environment and the surrounding community. Being an entrepreneur is not easy how we pronounce it by becoming entrepreneurial learners, at least helped to obtain initial capital about entrepreneurship and all aspects, which can be used as a basis for choosing entrepreneurship as an alternative future career.

There are also psychological factors that shape people's negative attitudes so that they are less interested in the entrepreneurial profession, including aggressive, less respectable, competitive, selfish, dishonest, miserly, unstable sources of income, low employment, and so on. There are also some of them who prefer to be office employees instead of entrepreneurship.

An entrepreneur will not succeed if he does not have the knowledge, ability, and will. If there is only a will but does not have the ability and knowledge, it will not make a person a successful entrepreneur. And to be a successful entrepreneur, of course, one must have the competence to face the risks and challenges that exist.

Some respondents also said that they have an interest in entrepreneurship, but if they want to start a business it has considerable capital, and also have to think about how in the future the business whether it will run smoothly or experience failure in entrepreneurship, and must determine a suitable place to start a business and what products will be marketed. The importance of interest must be within and must be developed again in order to create a new idea and try new things.

CONCLUSION

From the results of research and discussions that have been submitted above, it can be concluded that students majoring in management of north Sumatra state Islamic university have an interest in entrepreneurship, they argue that entrepreneurship can show others who we really
are by relying on the potential of entrepreneurship that exists in ourselves, there are also those who say fear and failure when starting a business, There are also those who say that self-employment can accommodate the workforce and reduce unemployment and can support the progress of the economy, there are also those who say that entrepreneurship does not guarantee the future, and is uncertain of the final outcome. An entrepreneur will not succeed if he does not have the knowledge, ability, and will. Support from the family environment and the surrounding community also greatly affects entrepreneurship interest in someone, where the support can encourage someone to become an entrepreneur. If the family and community support then someone will also have higher intentions to become entrepreneurs than if there is no support from the family and community environment then the interest that exists in us such as no one supports, feel alone and over time the interest will disappear because of the absence of support from the family environment and the surrounding community. The importance of entrepreneurship interest must be instilled in everyone because entrepreneurship can reduce unemployment in Indonesia. Entrepreneurship can also bring positive things in the midst of the community environment, we can open up job opportunities for the surrounding community.

**REFERENCE**


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